

NATIONAL ART EDUCATION ASSOCIATION



20
19

MARCH 14-16 | BOSTON



EXHIBITOR PROSPECTUS

CONNECT WITH THOUSANDS OF VISUAL ARTS AND DESIGN EDUCATION PROFESSIONALS!



EXHIBIT

AT THE LARGEST GATHERING OF
ART EDUCATORS IN THE WORLD

The National Art Education Association (NAEA) is the leading international professional membership organization exclusively for visual arts and design educators.



3 DAYS | **5,000+** VISUAL ARTS EDUCATION PROFESSIONALS | **100+** EXHIBITORS

Exhibit with us and:

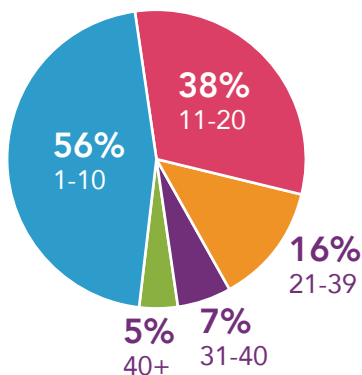
- ▶ Make a direct connection with thousands of visual arts and design educators with buying power for their districts, departments, and classrooms around the world.
- ▶ Put your products in the hands of the leaders and influencers of this field of 50K+ professionals in the U.S. alone.
- ▶ Have the opportunity to share your commitment to visual arts education with your target audience as an NAEA National Convention sponsor. In return, we can provide customized marketing solutions to help you extend your reach!

CONNECT WITH YOUR TARGET AUDIENCE



■ Elementary **26%**
■ Middle Level **13%**
■ Secondary **34%**
■ Higher Education **6%**
■ Museum **3%**
■ Preservice **9%**
■ Supervision/
Administration **3%**
■ Other **6%**

YEARS TEACHING



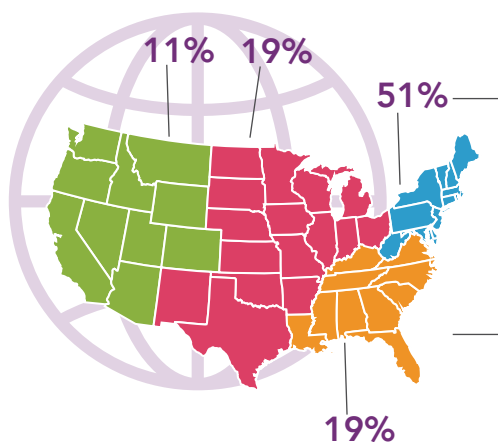
SCHOOL TYPE



Public School **73%**
Private School **14%**
Other* **13%**

*Includes Museums, Charter Schools, Homeschool, etc.

EXPAND YOUR REACH



Attendees from
All 50 States
+ U.S. Territories
37+ Countries
Represented

2017 NAEA National
Convention, New York, NY

VALUE YOUR EXPERIENCE

82%

OF EXHIBITORS RATED THEIR NAEA EXPERIENCE
AS "VERY GOOD" OR "EXCELLENT"

DETAILS

LOCATION

John B. Hynes Veterans Memorial
Convention Center
Halls C & D
900 Boylston Street
Boston, MA 02115

EXHIBIT HALL HOURS

Thursday, March 14: 10am – 4pm
Friday, March 15: 10am – 4pm
Saturday, March 16: 10am – 3pm

EXHIBITOR SET-UP

Wednesday, March 13: 8am – 6pm

EXHIBITOR TEAR-DOWN

Saturday, March 16: 3pm – 10pm

OFFICIAL SERVICE CONTRACTOR

The Expo Group
5931 West Campus Circle Drive
Irving, TX 75063
972-580-9000

OFFICIAL CONVENTION HOTEL

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199

BOOTH PRICING

10ft x 10ft booth: \$2695
Corner booth: \$2795



YOUR EXHIBIT SPACE INCLUDES

- 3 Exhibitor Personnel Badges
- Identification Sign
- 8ft-high back drape and 3ft-high side drape

YOU ALSO RECEIVE THIS NO-COST MARKETING!

Convention Program Listing

50% of attendees who keep their printed Convention Programs use them for research throughout the year.

Art Education Resource Guide Listing

The sooner you reserve your space, the more exposure you'll receive on NAEA's online *who's who* of arts products and services.

Convention Mobile App Listing

The 2018 NAEA National Convention Mobile App had 4,494 Active Users. Exhibitors were bookmarked 2,035 times!

YOUR EXHIBIT SPACE DOES NOT INCLUDE:

furniture, carpeting, utilities (electricity/Internet), cleaning services within your booth, additional labor/services for your exhibit space, or accessible storage.



ADVANCE BOOTH SELECTION

Exhibit Space Agreements received by July 26, 2018 will be eligible for Advance Booth Selection.

All Exhibit Space Agreements must be accompanied with a **50%** deposit. Full payment is due within 30 days of receiving an invoice from NAEA. Booth locations will be assigned based on a random drawing of companies that have submitted space agreements by July 26. Premium Sponsors have **first priority** for booth selection.

Exhibit Space Agreements received after July 26 will be assigned on a first-come, first-served basis.

BOOST

YOUR BRAND VISIBILITY AND
LOYALTY AS A 2019 SPONSOR!

Take your brand beyond the Exhibit Hall when you sponsor an amenity, advertise on the Convention Mobile App, or make a special presentation at the largest gathering of art educators in the world!



Welcome pARTy \$10,000

Be the hit of the party by getting your name in front of art education professionals now and at the Convention! Your brand will be featured as the party co-host in all pre-Convention promotions, on the Convention website, on the Mobile App, and—of course—at the event itself. Have a product or service you want to show off in a relaxed atmosphere? This is the place to do it!



Lanyards \$10,000 (includes lanyards)

See your logo everywhere when you sponsor the Convention name badge lanyards! Every attendee is required to wear their name badge, so you'll receive maximum exposure throughout the Convention and beyond.

Convention Tote Bag \$6,000 + Totes & applicable shipping/handling

Every attendee receives a tote bag at registration and will be carrying your brand with them at the Convention, all around Boston, and when they go home.



Convention Mobile App Official Sponsor \$6,000

The Convention Mobile App continues to break records each year! Nearly all of our attendees used the App in 2018. Get in on the action now as the 2019 Mobile App's official sponsor and put your brand at your audience's fingertips.

Charging Lounge \$5,000

Put some energy behind your brand when you host a charging lounge! One of the top questions from attendees is, "Where can I charge my phone?" Make your brand the centerpiece of this much-appreciated amenity!

MORE OPPORTUNITIES ON THE NEXT PAGE

MORE OPPORTUNITIES

BOOST

YOUR BRAND VISIBILITY

BOSTON CREATIVE

SCHEDULE YOUR 15-MIN
PRESENTATION TODAY!

COMMONS

The 2018 STEAM Camp was a success! For 2019, we bring you the **NAEA Boston Creative Commons!** Centrally located in the Exhibit Hall, this is a space for attendees and exhibitors to connect while learning and sharing creative ideas.

Commons Sponsor \$6,000

Have your name on this interactive space before and during the Convention.

Commons Convo \$250

Share how your product or service can enhance attendees' classrooms with a 15-minute presentation. Presentation description and approval required.



Sketchbooks \$4,000 + sketchbooks & applicable shipping/handling

A great way to get your product in the hands of each attendee! Sketchbooks are handed out to each attendee as they register. Sketchbooks are always requested and appreciated by attendees. They use them onsite and when they return to their classrooms.

Aisle Signs \$4,000

Stand out in the crowd! Have your logo and booth number on each of the aisle signs in the Exhibit Hall.

WiFi \$5,000

Connect with art educators by getting them connected. Be a hero when you provide the most popular amenity for attendees!

Exhibitor Showcase Workshops \$1,000

Make an impact with attendees in a classroom environment after Exhibit Hall hours. Present a hands-on workshop (1hr 50min) featuring your products to a group of 100 art educators. Act now! A limited number of Exhibitor Showcase Workshops are available.

Mobile App Advertising



The NAEA National Convention Mobile App increases in popularity each year! In 2018, the App was used more than 163,283 times.

► Mobile App/Text Message Alert

1 Alert \$500 | 3 Alerts \$750 | 5 Alerts \$950

Get your message out there with these limited communications.

► Mobile App Banner \$1,000

Includes rotating banner ad into full-page ad or exhibitor detail information page.

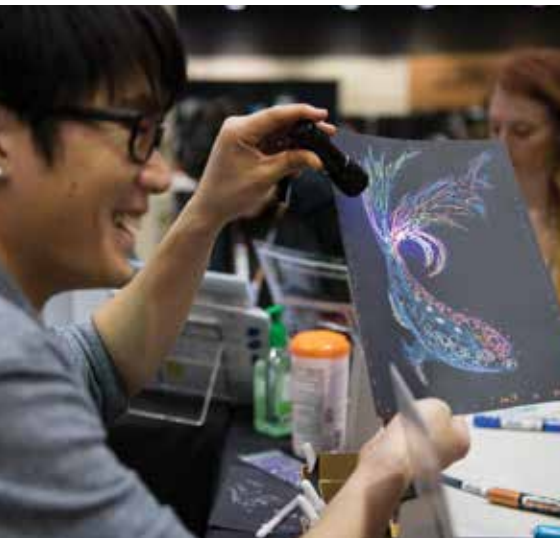
► Multi-Media Video \$1,500

All of the features of the Mobile App Banner plus a video.

GAIN

MAXIMUM EXPOSURE AS
A PREMIUM SPONSOR

As a Premium Sponsor, your commitment to the work of visual arts educators is clear. You have exclusive branding and advertising opportunities that extend the reach of your message and make your brand synonymous with art education to leaders in the field and beyond.



*First come, first served,
with booth payment

** One ad per sponsorship

PREMIUM SPONSORSHIPS

DIAMOND \$30,000

Gain maximum visibility as a Diamond Level Sponsor! Sponsorship includes everything from the Platinum Level, plus more prominent logo placement, more prominent Convention Program ad placement (see first item below), and:

- 1 Full-Color, Full-Page Advertisement on an inside cover of the Convention Program*
- Convention Mobile App Alert
- 1 Exhibitor Showcase Workshop
- E-mail to NAEA Membership via NAEA Distribution
- Logo Placement on Select Episodes of the NAEA Webinar Series (non-exclusive)

PLATINUM \$20,000

A Platinum Level Sponsorship includes everything from the Gold Level, plus more prominent logo placement, more prominent Convention Program ad placement (see first item below), and:

- 1 Full-Color, Full-Page Advertisement in the Convention Program* **
- Convention Mobile App Alert
- 1 Exhibitor Showcase Workshop

GOLD \$15,000

A Gold Level Sponsorship includes everything from the Silver Level, plus more prominent logo placement, and:

- 1 Full-Color, Half-Page Advertisement in the Convention Program* **
- 2-Time use of NAEA Member Mailing List

SILVER \$10,000

A Silver Level Sponsorship includes:

- Complimentary 10 x 10 Exhibit Space
- Priority Booth Placement (if confirmed by 7/26/18)
- Your Logo on the NAEA Convention Website
- Your Logo on ALL Convention Promotional E-mails (from the time sponsorship is confirmed)
- Prominent Recognition in the Registration Area
- Prominent Recognition at General Sessions
- Logo Placement on Select Print and Digital Promotions
- Unlimited Exhibitor Badges

ADD

YOUR NAME TO THE LIST OF THE MOST PROMINENT
COMPANIES AND INSTITUTIONS IN VISUAL ARTS EDUCATION



2018 EXHIBITORS

Academy of Art University
ACIS Educational Tours
Activa Products
AICAD
AMACO/brent
American Ceramic Society/
Ceramic Arts Network
Armadillo/PanPastel
Art Center College of Design
Art Image Publications
Art to Remember
Arts & Activities Magazine
Artsonia
Artstor
Blick Art Materials
bulb Digital Portfolios
California College of the Arts
California Institute of the Arts (CalArts)
Chroma, Inc.
Clay House Art LLC
Cleveland Institute of Art
College for Creative Studies
Columbus College of Art & Design
Copic Markers by Imagination
International Inc.
Cornish College of the Arts
Crayola, LLC
Crescent Cardboard
Davis Publications, Inc.
Deflecto
Diversified Woodcrafts
Dixon Ticonderoga Co.
Duncan Enterprises
Ed Hoy's International
Emily Carr University of Art & Design
Evergreen Packaging
Faber-Castell
FIDM/Fashion Institute of Design
and Merchandising
Fresh Films

Gel Press, by Polygel
Gelli Arts LLC
General Pencil Company
Golden Artist Colors
Half Price Books
Himapan Treasures
Jack Richeson & Company
Kolormondo
Laguna College of Art and Design
Liquitex
Lowell Milken Center
for Unsung Heroes
Maine College of Art
Maped Helix USA
Marabu Creative Colours
Marist College
Mark Kistler
Massachusetts College of Art & Design
Mayco
MD Enterprises/Pro Panels
Minneapolis College of Art & Design
NASCO
National Gallery of Art
New Hampshire Institute of Art
Oogie Art
Otis College of Art + Design
Pacific Northwest College of Art
Pacon Corporation
Parsons School of Design
Pop Culture Classroom
Reeves
Rhode Island School of Design
Ringling College of Art & Design
Rocky Mountain College
of Arts & Design
Royal & Langnickel Brush Mfg.
Sakura of America
San Francisco Art Institute
Sargent Art
Sax/School Specialty

SCAD/Savannah College
of Art and Design
Schacht Spindle Company
Scholastic Art & Writing Awards
Scholastic Inc.
School Mate Publishing
School of the Art Institute of Chicago
School of the Museum of Fine Arts
at Tufts University
School of the Visual Arts
Shimpo Ceramics
Skutt
Spectrum Glazes
Speedball Art Products
Square 1 Art
Strathmore Artist Papers
Students Rebuild
Success Academy Charter Schools
Taylor and Francis
Terra Forma Cards
The Art Institutes
The Art of Education
The Ohio State University
Department of Arts Administration,
Education & Policy
Triarco Arts & Crafts
Trussart Designs
United Art and Education
University Child Development
School
Vermont College of Fine Arts
Wuxi Phoenix Artist Materials Co.
YMM Art Space



2019 BOSTON

EXHIBITOR REGISTRATION FORM

Submit your application by **July 26, 2018**, and receive the best options on exhibit space!

Agreement: Exhibiting Company agrees to abide by the 2019 Exhibit Rules and Regulations, which are made a part of this agreement by reference and available to view at www.arteducators.org/convention.

Exhibit Space Fees

- Exhibit space fee is \$2,695 per 10ft x 10ft space.
- Corner location of exhibit space is an additional \$100.
- All agreements must be accompanied by a minimum 50% deposit, and paid in full within 30 days of submission of agreement.
- Exhibit spaces are available in multiples of 10ft spaces, or as islands (minimum 4 spaces per island). Island spaces are an additional \$400 (for four corner booths).

Exhibit Space Size: _____ ft x _____ ft

Exhibit Space Rate: Number of 10ft x 10ft spaces requested _____ x \$2,695 = **Total Space Fee \$** _____

Corner Exhibit Space Location (optional): + \$100 = _____ **Total Space Fee \$** _____

Total Due \$ _____

Cancellations

- 50% of the total space rental fee will be retained for cancellations or space reductions received by October 16, 2018.
- 100% of the space rental fee will be retained for cancellations or space reductions received after October 17, 2018.
- All cancellations or requests for a reduction in exhibit space must be submitted in writing to Barbara Fett, NAEA Exhibits Manager, at bfett@arteducators.org

Booth Locations

Booth locations will be assigned based on a random drawing of agreements received with payment by July 26, 2018. Agreements received after July 26, 2018, will be assigned on a first-come, first-served basis. Convention sponsors will have priority selection if agreement is finalized and payment received before July 26, 2018. NAEA reserves the right to reconfigure the Exhibit Hall floor plan or relocate an exhibit at any time.

- Please specify if there is a company that you would prefer to be near: _____
- Please specify if there is a company that you would prefer NOT to be near: _____
- ☐ I represent an AICAD Member School. Please place my booth in the AICAD Pavilion.

Contact Information

This contact will be designated as the official NAEA National Convention contact to receive all exhibit-related materials and communications.

Contact Name _____ Title _____

Company _____

Street _____ City _____ State _____ Zip/Country Code _____ Country _____

Phone _____ Cell Phone _____ E-mail _____

Website _____ Accounts Payable E-mail _____

Exhibiting Company agrees that the Rules and Regulations on the following page are an integral and binding part of this agreement and agrees that the e-mail address and mailing address on this agreement will be shared with organizations assisting in the production of the NAEA National Convention.

Signature _____ Title _____ Date ____ / ____ / ____

Method of Payment

- ☐ VISA* ☐ MasterCard* ☐ American Express* ☐ Discover*
☐ Check**

Charge Amount \$ _____

Name on Card _____

Card Number _____

Expiration Date ____ / ____ Security Code _____

Make Check Payable to: NAEA

Mail Check and Exhibit Space Agreement to:

Exhibits

NAEA National Convention

901 Prince Street, Alexandria, VA 22314

*Credit card payment may be faxed to 703-860-2960, or e-mailed to:
kduse@arteducators.org

**Credit Card payment required for Canadian/International purchases

**GENERAL INFORMATION**

John B. Hynes Veterans Memorial Convention Center, Halls C & D, 900 Boylston Street, Boston, MA 02115.

Exhibitor Registration

Exhibitors are allowed three complimentary exhibitor registrations per 10ft x 10ft exhibit space. Exhibitor registration forms will be available on the NAEA website at www.arteducators.org/convention

Exhibitor Housing

Exhibitor housing information is available on the NAEA website at www.arteducators.org/convention

Exhibitor Setup

Wednesday, March 13 8am – 6pm

Move-In Procedures

All exhibitors may gain admittance to the Exhibit Hall with their NAEA exhibitor badges. Installation and dismantle companies must procure special work badges. These work badges may be picked up at the loading dock area of the Exhibit Hall.

All booths must be set up by 6pm Wednesday, March 21. No booths may be set up the morning of Wednesday, March 14.

Exhibit Hall Hours

Thursday, March 14: 10am – 4:00pm

Friday, March 15: 10am – 4:00pm

Saturday, March 16: 10am – 3:00pm

Exhibitors will have access to the Exhibit Hall at 8am each day.

Exhibitor Move-Out

Saturday, March 16: 3pm–10pm

Exhibitors may begin to dismantle booths no earlier than 3pm Saturday March 16. All exhibits must be staffed and must remain intact until the official closing time. NO EXHIBITOR MAY TEAR DOWN A BOOTH PRIOR TO 3pm. Empty crates and cartons will be returned once the aisle carpet has been cleared. It will take several hours for empties to be returned. For safety reasons, exhibitors are not allowed access to the empty-freight area. All exhibitors must clear the Hall by 10pm on Saturday, March 16.

Cancellations

All cancellations must be made in writing to the NAEA Exhibits Manager by October 16, 2018. A 50% deposit will be non-refundable. Cancellations received after October 16, 2018, obligates the exhibitor to full payment of the space or advertising fee; no refunds will be given after October 16, 2018.

Official Service Contractor

NAEA has selected The Expo Group (TEG) as the official service contractor to provide your company with the following services and products: audio/visual equipment, furniture, rental exhibits, carpet, labor, security, cleaning, material handling, signs, electrical, floral, and telecommunications.

All general questions regarding your booth space assignment, exposition operating procedures, service contractors, display rules and limitations, and exposition policies should be addressed to Barbara Fett, NAEA Exhibits Manager, at bfett@arteducators.org or 972-751-9622.

Exhibit Hall Logistics and Standard Booth Equipment

The following items are included with your space rental fee.

1. All inline booths come equipped with 8ft-high back drape and 3ft-high side rail drape.
2. A 7in x 44in booth identification sign with the exhibiting company's name and booth number will be provided for all inline booths.
3. Each company will receive three complimentary exhibitor badges for each 10ft x 10ft exhibit space allowing access to the Exhibit Hall only. Additional badges may be purchased.

Additional Booth Requirements
Booth spaces are not carpeted. NAEA requires that all exhibitors provide fire-retardant carpet/floor covering for their entire contracted booth space.

Furniture and/or additional draping accessories, signs, electrical outlets, etc., are the responsibility of the exhibitor, and should be ordered and paid for in advance from The Expo Group.

Material Handling and Shipping

Exhibitors may not ship directly to the Convention Center prior to Wednesday, March 14, 2019. Shipments sent directly to the Convention Center prior to Wednesday, March 13, 2019, will be turned away.

RULES AND REGULATIONS**Exhibit Hall Access**

All exhibitors must have an official NAEA exhibitor badge in order to gain access to the Exhibit Hall. Exhibitors will be allowed access 2 hours prior to show opening each day. Please refer to entries on this page for information on Exhibitor Move-In and Move-Out.

Character and Acceptability of Exhibits

All exhibits shall serve the interests of the members of NAEA, and be operated in a way that will not detract from other exhibits, the exhibition, or the Convention as a whole. NAEA endorses the creative use of art materials, but does not condone products or processes which encourage imitation, allow for no individuality, or are known to be harmful to the growth and development of children. Examples of specific products that cannot be approved because they are contrary to present beliefs in art education are: paint-by-numbers sets, coloring books, and molds and kits that provide patterns allowing for no individuality. NAEA asks exhibitors not to display such materials, and reserves the right to prohibit any exhibit which, in its opinion, is not proper. NAEA reserves the right to remove any exhibits or parts thereof that are believed to be injurious to the Association.

Construction, Installation, and Use of Exhibits and Exhibit Facilities

The regulations listed are presented to create and maintain an open atmosphere on the exhibit floor. Exhibits must conform to the space specified in the Exhibit Space Agreement and to all display rules as set forth by NAEA.

Presentations or product demonstrations must be set into the booth back from the aisle to allow for chairs and standing room within the booth area to accommodate booth attendees.

Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. NAEA reserves the right to determine whether draping must be provided.

Inline Booths

The minimum exhibit space is 10ft x 10ft. NAEA will provide the standard draped booth consisting of 10ft of 8ft-high back drape and 10ft of 3ft-high side drape.

All display materials and equipment should be arranged so as not to obstruct the sightlines of neighboring exhibitors. A maximum height of 8ft is allowed in the back 5ft of the booth space, with a 4ft-height restriction placed on objects in the front 5ft of the booth. Equipment may exceed the 4ft-height limit imposed on the front half of the booth, provided that it does not exceed 8ft in height and does not obstruct the view of adjacent booths.

An island booth is a minimum of 400 sq.ft. with an aisle on all four sides.

Island booths should be constructed to allow an open sightline enabling an attendee to view the surrounding exhibit area through the island booth. Walls or other barriers along the perimeter of the booth that prevent an open sightline to neighboring booths are prohibited.

The height of an island booth may not exceed 16ft from the floor to the top of any structure, including hanging signs.

Exhibitors with island booths must submit a floor plan for approval to the NAEA Exhibits Manager by February 1, 2019. These plans must include any hanging signs.

Restrictions on Use of Space

No exhibitor shall sublet, assign, or share any part of the allocated exhibit space without the written consent of NAEA. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display, signs, solicitation, or distribution of promotional materials.

Exhibit signs or displays are also prohibited in meeting facilities and guest rooms or hallways of the hotels, unless approved by NAEA and the hotel in advance of the Convention.

Noise and Sound

Any audio/visual equipment shall be operated within a booth only at a level that will not interfere with other exhibitors. NAEA reserves the right to ask any exhibitor to lower the sound of audio/visual equipment in a booth.

Cleaning

All aisles will be cleaned daily. Trash produced as a result of an exhibitor emptying samples must be maintained within the booth area. Trash bins will be provided in the Exhibit Hall

for convenience. Trash MAY NOT be placed in the aisles or the floor area once the Exhibit Hall is opened on Thursday, March 14.

Labor

Exhibitors shall employ only accredited labor personnel for all work in accordance with local labor regulations. Information regarding the local labor regulations will be provided online in the Exhibitor Service Manual.

Fire and Safety Regulations

All local regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such regulations, as well as those of the National Board of Fire Underwriters Building Code. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the Fire Department of Seattle.

Care of Building and Equipment

The exhibitor or his/her agent shall not damage or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture rented in the booth. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

Use of Copyrighted Music

Any exhibitors wishing to use copyrighted music must obtain their own license agreement through the proper licensing agent, e.g., ASCAP or BMI.

Use of NAEA Identity

The names, trademarks, service marks, and logos of NAEA may not be used in any advertising or publicity, or otherwise to indicate NAEA's sponsorship of or affiliation with any product or service, without NAEA's expressed written permission.

Photography Rights

NAEA reserves the right to capture any images of all Exhibit Hall booths and exhibitors on site. Images may be posted on the NAEA website and used in printed promotional pieces.

Liability

Neither NAEA, John B. Hynes Veterans Memorial Convention Center, the official contractor, the employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, upon signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense from personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at, or in connection with the exhibitor's display.